

What is claimed is:

- 1 1. A method for analyzing business data, comprising:
 - 2 identifying a key performance indicator;
 - 3 identifying at least one business event associated with the key performance indicator;
 - 4 receiving a business event message including business data describing the business event;
 - 5 processing the business data to determine the value of at the key performance indicator;
- 6 and
- 7 transmitting the determined value of the key performance indicator to a contextual
- 8 visualization interface for presentation to a user.
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- 2 2. A method according to claim 1, wherein the business event message represents a reference event.
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- 2 3. A method according to claim 1, wherein the business event message represents a change event.
- 1 4. A method according to claim 1, wherein the business event message represents a threshold event.
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- 2 5. A method according to claim 1, wherein the business event message represents a task completion event.

1 6. A method according to claim 1, wherein the business event message represents a task
2 failure event.

1 7. A method according to claim 1, wherein the key performance indicator is a prediction,
2 and the step of processing includes applying predictive logic to the business data.

1 8. A system for analyzing and presenting business data, comprising:
2 a contextual visualization interface operative to present business information in a context
3 defined by a plurality of key performance indicators and events;
4 a workflow manager in communication with the contextual visualization interface and
5 operative to define and report the plurality of key performance indicators, and identify and report
6 events;
7 the workflow manager further in communication with at least one application and further
8 operative to receive event data from the application.